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PUTTING THE WEATHER FORECASTS TO WORK.

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JAN 13 1931

A radio talk by Arthur J. DeMars, meteorologist, Weather Bureau, delivered through WRC and 39 other radio stations associated with the National Broadcasting Company, January 13, 1931.

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Hello everybody. As I recall, you have already been told how the collecting of simultaneous weather observations is accomplished by the Weather Bureau and how these reports are entered on charts, and forecasts issued in as short a time as possible after the charts have been completed. Now I will tell you today about the distribution agencies and methods employed to make the forecast available to almost everyone to whom the weather forecast is a matter of concern.

Within two hours after the morning observations have been taken, the weather forecasts are telegraphed from the forecast centers at Washington, Chicago, Denver, San Francisco, and New Orleans, to about 1200 principal distributing points, the most important of which are the local offices of the Weather Bureau throughout the country. At these offices the forecasts are printed on cards, bulletins, and maps, and placed in the mails in time to be delivered early in the day, and none later, as a rule, than 6:00 p.m. of the day of issue. The forecasts are also telegraphed from the local offices of the Bureau to distributors in more or less populous localities. These distributors print the forecasts on cards and mail them in the same manner as is done at regular Weather Bureau stations. Some 90,000 addresses are reached daily in this manner. The cards, bulletins, and maps are placed every day in thousands of public places where they are displayed for the benefit of the general public.

The daily forecasts are transmitted to the telephone companies by telegraph or telephone, these telephone companies making the forecast available to more than 5 and one-half million rural subscribers to their lines within an hour after the forecasts have been issued. In addition the local offices of the Weather Bureau answer innumerable telephone requests for weather information every day.

There are now about 338 radiotelephone, and 63 radiotelegraph stations cooperating with the Weather Bureau in making the daily forecasts available to millions of listeners in all parts of the country. These broadcasting stations broadcast the daily weather forecasts on announced schedules at least once a day and in some cases several times a day. Since the first regular radiophone broadcasts were begun in 1921, every opportunity has been taken to use this means of communication to give the forecasts to a vast number of radio listeners in remote places not reached by the ordinary means of communication, and to the millions of people living in cities and towns.

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A distinct and separate means of distribution is effected through the newspapers and press associations. Practically every daily newspaper in the United States publishes the daily weather forecasts.

By means of the agencies and methods mentioned, the weather forecasts are made available to millions of people everywhere, whether they live in the great cities or in some remote section, where the reception of radio broadcasts is the only means of communication with the outside world.

Ladies and gentlemen, I see that my time is up, so I will have to stop now. On next Thursday I'm going to talk to you about some of the uses made of the State and Local weather forecasts.

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